



EnvironmentalLodging

Pollution Prevention Strategies for the Hospitality Industry

www.deq.virginia.gov/p2/lodging

The Virginia EnvironmentalLodging program is the Virginia Department of Environmental Quality's (DEQ) initiative to promote pollution prevention (P2) practices in the tourism and hospitality industry. *EnvironmentalLodging* encourages hotels, resorts, and other hospitality operations to be aware of their impact on the environment and to take steps to reduce these impacts. *EnvironmentalLodging* is a **non-regulatory** program, and participation is completely **voluntary** and **free of charge**.

In Support of "Nature-Based" Tourism. Not everyone spends vacation in search of rare and endangered species. However, increasingly, tourists who come to Virginia, as well as Virginians themselves, are spending their vacations enjoying nature. These nature enthusiasts want to protect the natural resources that they enjoy. These people are environmentally-aware consumers that recycle and make purchase decisions with concern for the environment. Naturally, while they are vacationing in Virginia, they want to stay at facilities that share this ethic.

EnvironmentalLodging facilities provide that resource for the environmentally-aware consumer. When someone visits a hospitality facility that is in the *EnvironmentalLodging* program they can expect to find a facility that is doing what it can to protect the environment. There are literally dozens of things that a hotel or hospitality facility can do to help protect the environment. At a bare minimum, *EnvironmentalLodging* facilities are required to provide:

- **Optional Linen Service.** Sheets and towels are not automatically changed every day during your stay, thus decreasing usage of water, energy, and harmful detergents.
- **Recycling.** ...or at least provide the opportunity for guests to recycle. In certain areas of the state, a comprehensive recycling program is simply not feasible. However, facilities should have a written explanation available of the recycling opportunities that they provide.
- **Water Conservation.** The facility must have a plan for conserving water that should consider water-saving faucets, showerheads, and toilets, leak detection, and an effective landscape watering plan.
- **Energy Conservation.** The facility must have a plan in place that encourages the replacement of lighting and equipment to energy-efficient alternatives such as compact-fluorescent lighting, LED Exit signs, lighting sensors, efficient heating and cooling, and EnergyStar/energy-efficient computers and other equipment.

Why Practice *Environmental*Lodging?

- environmentalLodging**

Certificate of Environmental Commitment
presented to
KINGSMILL RESORT
Williamsburg, Virginia
for the following commitments to **sustainable practices**

 - Optimize Laundry Services
 - Select Efficient Design, Lighting & Equipment
 - Waste Reduction Practices
 - Water Efficient Landscaping
 - Recycle
 - Use Locally Sourced, Primarily, Packaging
 - Offer Locally Sourced and/or Vegetarian Food at Restaurants, Banquets, and Weddings
 - Use of Sustainable Materials
 - Low VOC & nongasoline paint
 - Sourcing recycled building materials and vintage items and fixtures

Sponsored By:

DEQ
Division of Environmental Quality
Commonwealth of Virginia

Examples of P2 practices in hotels and resorts:

- Optional Linen Service - can reduce water usage by up to 30% and reduces linen wear and detergent use.
- Recycling - bottles, cans, plastics, and paper can significantly reduce solid waste generation.
- Water Conservation - the use of low-flow fixtures can reduce water usage up to 40% (plus reduces water & sewer bill\$!)
- Energy Efficiency - conversion to compact fluorescent bulbs can save up to 75% on energy usage, while reducing labor; purchase of efficient HVAC systems and EnergyStar computers and equipment can save up to 50% in energy costs.
- Dispensers – reduces the waste of soap and other toiletries and saves time and money.
- Landscaping – native vegetation and low-impact landscaping reduces water usage, fertilizer and pesticide use, and can reduce heating and cooling bills.
- Bulk purchase of environmentally-friendly cleaners can save money and reduce toxic exposures to staff and guests.

How Can Your Facility Join?

All you have to do to join is to make a voluntary commitment to reduce your facility's environmental impact. The easiest way to join is to fill out the *environmental Lodging checklist* of good ideas, ***Pollution Prevention Practices for Hotels & Resorts***. Send in the completed list to: VA DEQ Office of Pollution Prevention; 629 East Main Street; Richmond, VA 23219; Attention Tom Griffin. DEQ will prepare a framed certificate, summarizing your activities.



For the checklist or additional information, go to <http://www.deq.virginia.gov/p2/lodging> OR contact DEQ's Tom Griffin at 804-698-4545 or rtgriffin@deq.virginia.gov



Airlie Foundation



Mountain Lake



Kingsmill